

Rep Order# 7880876 Ver# 7 Mod# 2 Status Confirmed Traffic Order# 23692 Printed: 08/30/2012 11:36 AM 1 of 4  
EC'd Yes Last Received: 08/30/2012 8:32 AM Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY  
Advertiser ( ) NRCC-NATL REPUB CONG  
Product NRCC IE 2012  
Estimate# 2597  
Buyer TRACEY ROBINSON  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm  
815 SLATERS LANE Sales Office ( ) WASHINGTON  
ALEXANDRIA, VA 22314 Salesperson ( ) JAMIE ANDRUS  
Agency C/P1/P2/E 155/426/2597  
Flight Dates 09/07/2012 - 09/13/2012 Salesperson Phone# 202-872-1155  
Hiatus Weeks Salesperson FAX#

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	F	KSL 5 NW TDY 2	6A-7A	:30	09/07-09/07	1	\$200.00	1
Rating: 2.8								
2	M,W-TH	KSL 5 NW TDY 2	6A-7A	:30	09/10-09/13	4	\$200.00	4
Rating: 2.8								
5	F	TODAY SHW	7A-8A	:30	09/07-09/07	1	\$450.00	1
Rating: 2.8								
7	M,W-TH	TODAY SHW	7A-8A	:30	09/10-09/13	4	\$450.00	4
Rating: 2.8								
11	SU	MEET PRESS-SUN	8A-9A	:30	09/09-09/09	1	\$150.00	1
Rating: 1.2								
12	F	KSL 5 NWS AT 5	5P-530P	:30	09/07-09/07	1	\$400.00	1
Rating: 2.8								
13	M,W-TH	KSL 5 NWS AT 5	5P-530P	:30	09/10-09/13	3	\$400.00	3
Rating: 2.8								
17	F	KSL 5 NWS AT 6	6P-630P	:30	09/07-09/07	1	\$500.00	1
Rating: 3.8								

Buyline Comment: 1/DAY

Buyline Comment: 1/DAY, 2/DAY W

Buyline Comment: 1/DAY, 2/DAY TH

Rep Order# 7890876 Ver# 7 Mod# 2 Status Confirmed Traffic Order# 23692 Printed: 08/30/2012 11:36 AM 2 of 4  
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2 of 4

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Product NRCC IE 2012

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JAMIE ANDRUS  
Salesperson Phone# 202-872-1155  
Salesperson FAX#

Agency ( ) NATIONAL MEDIA  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2597  
Flight Dates 09/07/2012 - 09/11/2012  
Hiatus Weeks

Station	KSL-TV SALT LAKE CITY
Advertiser	( ) NRCC-NATL
Product	NRCC IE 2012
Estimate#	2597
Buyer	TRACEY ROBINSON
Phone#	
Fax#	

NATIONAL MEDIA RESEARCH  
 155/426/2597  
 09/07/2012 - 09/13/2012

Rep Firm

Sales Office (

) WASHINGTON  
) JAMIE ANDRUS

09/07/2012 - 09/13/2012

Salesperson Phone#  
Salesperson FAX#

# 202-872-1155

In	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
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18	M,W-TH	KSL 5 NWS AT 6	6P-630P	:30	09/10-09/13	3	\$500.00	3
Rating: 3.8								
Buyline Comment: 1/DAY								
22	SA	KSL 5 NWS AT 6	6P-630P	:30	09/08-09/08	1	\$225.00	1
Rating: 2.4								
23	F	GAME NIGHT LIVE	630P-7P	:30	09/07-09/07	1	\$400.00	1
Rating: 3.0								
24	M,W-TH	KSL 5 NWS-6:30	630P-7P	:30	09/10-09/13	3	\$400.00	3
Rating: 3.0								
Buyline Comment: 1/DAY								
28	SA	GAME NIGHT LIVE	630P-7P	:30	09/08-09/08	1	\$125.00	1
Rating: 0.8								
29	F	GRIMM-NBC	8P-9P	:30	09/07-09/07	1	\$1,400.00	1
Rating: 4.9								
30	F	DATELINE FR-NBC	9P-10P	:30	09/07-09/07	1	\$1,100.00	1
Rating: 3.4								
31	SU	NBC SUN-FTBL	615P-930P	:30	09/09-09/09	1	\$3,500.00	1
Rating: 8.5								
32	SU	KSL NFL EDITION	930P-10P	:30	09/09-09/09	1	\$800.00	1
Rating: 6.7								
33	F	KSL 5 NWS-10	10P-1035P	:30	09/07-09/07	1	\$1,800.00	1
Rating: 7.3								

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34	M,W-TH	KSL 5 NWS-10	10P-1035P	:30	09/10-09/13	3	\$1,800.00	3
Rating: 7.3								
Buyline Comment: 1/DAY								
39	M,W	TONITE SHW-NBC	1035P-1137P	:30	09/10-09/12	2	\$550.00	2
Rating: 3.4								
41	SU	SPORTS BEAT SU	1035P-1105P	:30	09/09-09/09	1	\$475.00	1
Rating: 4.4								
42	F	TONITE SHW-NBC	1035P-1137P	:30	09/07-09/07	1	\$550.00	1
Rating: 3.4								
43	F	NEWS	9A-10A	:30	09/07-09/07	2	\$225.00	2
Rating: 4.4								
44	SU	NEWS	10P-11P	:30	09/09-09/09	1	\$1,800.00	1
Rating: 4.4								
45	SU	NEWS/NFL EDITION	430P-5P	:30	09/09-09/09	1	\$150.00	1
Rating: 4.4								
46	SA	GRIMM	7P-8P	:30	09/08-09/08	1	\$350.00	1
Rating: 4.4								
47	SA	LO SVU	9P-10P	:30	09/08-09/08	1	\$350.00	1
Rating: 4.4								

---REPORT TOTALS---  
 Report Totals: 43 / \$28,175.00

---SALES MONTHLY TOTALS---

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Sep 12: 43 / \$28,175.00  
 Sales Totals: 43 / \$28,175.00  
 Station Totals: 43 / \$28,175.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$93,917	CABL 0%	KJZZ 0%	KSL 30%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	UNKN 70%		

Books null  
 Demos RA35+